



**For Immediate Release**

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**KORBEL CALIFORNIA CHAMPAGNE TO BE OFFICIAL CALIFORNIA  
CHAMPAGNE OF 2012 AUDI FIS BIRDS OF PREY WORLD CUP RACE WEEK**

**BEAVER CREEK, Colorado**—When the world’s best ski racers pop the cork on the awards ceremony bubbly in Beaver Creek November 30—December 2, they will celebrate in style as Korbel California Champagne will serve as the official California champagne of the 2012 Audi FIS Birds of Prey World Cup Race Week.

Comprised of men’s Downhill, Super-G and Giant Slalom races, the Audi Birds of Prey competitions will once again mark the only men’s World Cup events in the United States this coming winter. They will also serve as a unique preview of the upcoming World Championships in Schladming, Austria.

In addition to their involvement with the Audi FIS Birds of Prey World Cup Race Week, Korbel California Champagne will also serve as the Presenting Sponsor for the 2013 American Ski Classic, scheduled for March 20-24.

“We are extremely fortunate to have Korbel California Champagne as a key supporter of two of our most high profile athletic events,” explained Michael Imhof, Vice President of Sales and Operations for the Vail Valley Foundation. “Korbel has helped us take these events to an even higher level and we applaud and thank them for their commitment and dedication.”

Korbel has been producing methode champenoise California champagne for more than 130 years with a premium portfolio including Korbel Brut, Extra Dry, Brut Rose, Sweet Rose, Sweet Cuvée, Blanc de Noirs, Chardonnay and Vintage Dated Natural.

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## Korbel California Champagne To Be Official Champagne Of Birds Of Prey

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“Champagne is synonymous with celebrations and Korbel has been the trusted choice when toasting celebratory occasions for more than 130 years,” said Gary Heck, owner and president of Korbel Champagne Cellars, “The many notable events Korbel has been a part of, from Presidential inaugurations to international sporting events, demonstrate our reputation as the champagne of choice for celebrations large and small.”

Korbel California Champagne has been an official supplier and licensee of the 1996 Olympic Summer Games, an official supporter of the 2000, 2002 and 2004 U.S. Olympic Teams and the 2002 Olympic and Paralympic Winter Games.

The 2012 Audi FIS Birds of Prey World Cup Race Week and the 2013 American Ski Classic, presented by Korbel California Champagne are projects of the Vail Valley Foundation. For additional information on the Audi Birds of Prey World Cup, visit [www.bcworldcup.com](http://www.bcworldcup.com). For more information on the American Ski Classic, presented by Korbel California Champagne or the Vail Valley Foundation, check out [www.vvf.org](http://www.vvf.org)